

FIG. 1

T101 }	T102 }	T103 }	T104 }
User ID	Name	Password	User/ Advertiser
001	advertiser A	123	advertiser
002	user B	777	user
...

FIG.2

100220-1859166

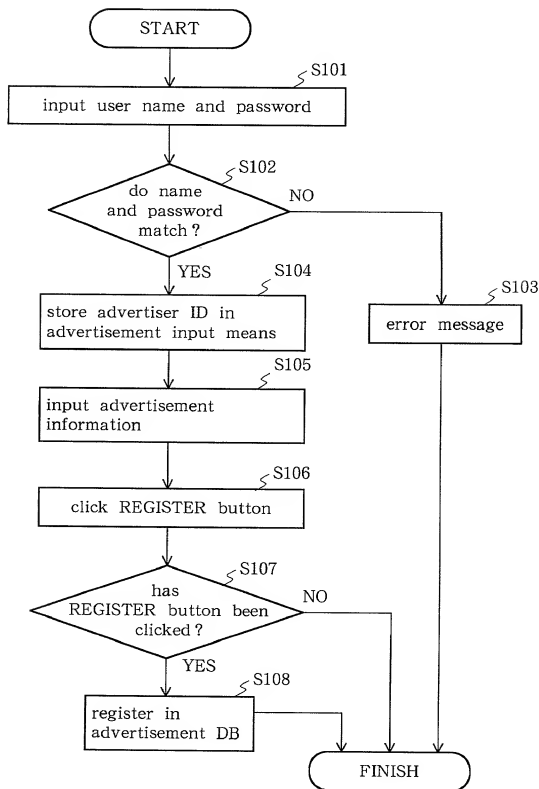


FIG.3

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Advertisement title	ABC Magazine Goes On Sale	D101
Valid period	February 28 to March 3, 2000	D102
Keywords	comics, weekly magazines	D103
Category	book - related information ▼	D104
Distribution conditions	region : age : 18 to 40 gender : male	D105
		D106
		register
		D107
		FINISH

FIG.4

Advertisement Category	T201
Shopping	
TV Programs	
watching Sports	
CD and video information	
Book - related Information	

FIG.5

T00E40"18591660

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Advertisement ID	Advertisement Title	Valid Period	Keywords	Category	Distribution Conditions	advertiser
100	ABC Magazine Goes On Sale	Feb 28 - Mar 3, 2000	comics, weekly magazines	book- related information	region: age: 18-40 gender: male	001
101	Bar XYZ Opens	Jan 10 - Feb 29, 2000	bars, parties	stores	region: Nara age: 20-100 gender: either	003
102	Mail Order FGH Magazine Goes On Sale	Feb 14 - Feb 21, 2000	presents, shopping	book- related information	region: age: 18-40 gender: female	001
103	Drama UVWYmyster	Jan 25 - Feb 4, 2000	drama, suspense	TV programs	region: age: 6-100 gender: either	004

FIG.6

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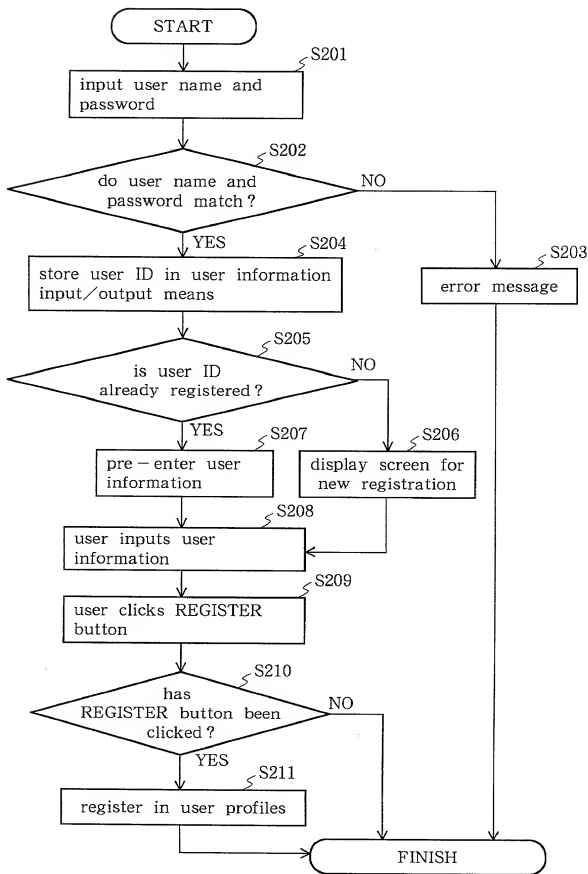


FIG.7

$\underbrace{\hspace{1.5cm}}_{T401}$	$\underbrace{\hspace{1.5cm}}_{T402}$	$\underbrace{\hspace{1.5cm}}_{T403}$	$\underbrace{\hspace{1.5cm}}_{T404}$	$\underbrace{\hspace{1.5cm}}_{T405}$
User ID	Address	Date of Birth	Gender	Advertisement Categories
002	Oze – cho, Ikoma – shi	1967/10/26	male	TV programs, book – related information

FIG.8

Address Oze - cho, Ikoma - shi

Date of Birth 1967/10/26

Gender male

Advertisement Categories

- ☐ shopping
- ☒ TV Programs
- ☐ watching Sports
- ☐ CD and Video Information
- ☒ Book - related Information

REGISTER

FINISH

FIG.9

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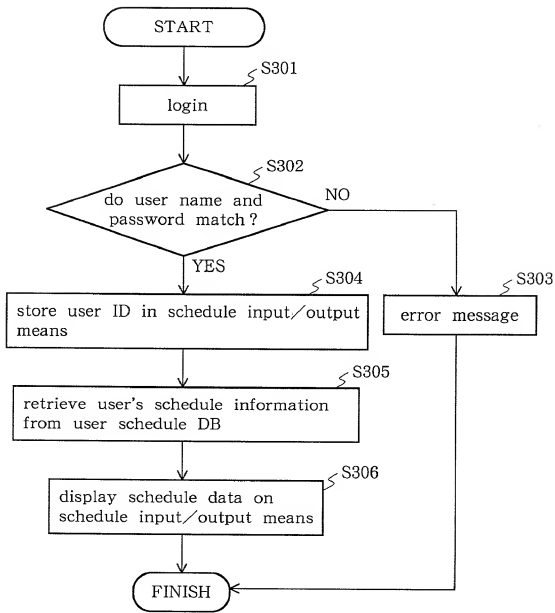


FIG.10

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Event ID	Owner	Event Name	Date	Event Period	Event Type	Display Count
0	001	skiing	2000/1/31	0:00~24:00	user event	16
2	001	Valentine's Day	2000/2/14	19:00~21:00	user event	10
3	002	birthday	2000/2/1	0:00~24:00	user event	11
4	002	drinking	2000/2/5	19:00~21:00	user event	14
5	003	travel	2000/2/18	0:00~24:00	user event	5
6	002	bargain sale	2000/2/1		advertisement event	0

FIG.11

FIG.12

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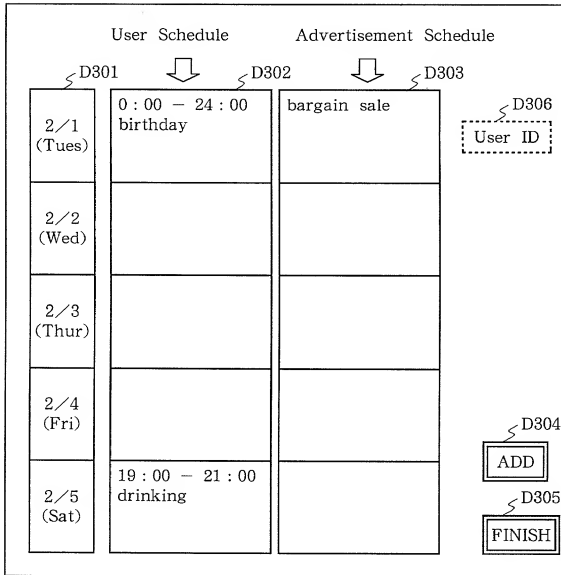


FIG.13

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Event Name D401

Date D402

Time D403

User ID D406

D404

D405

FIG.14

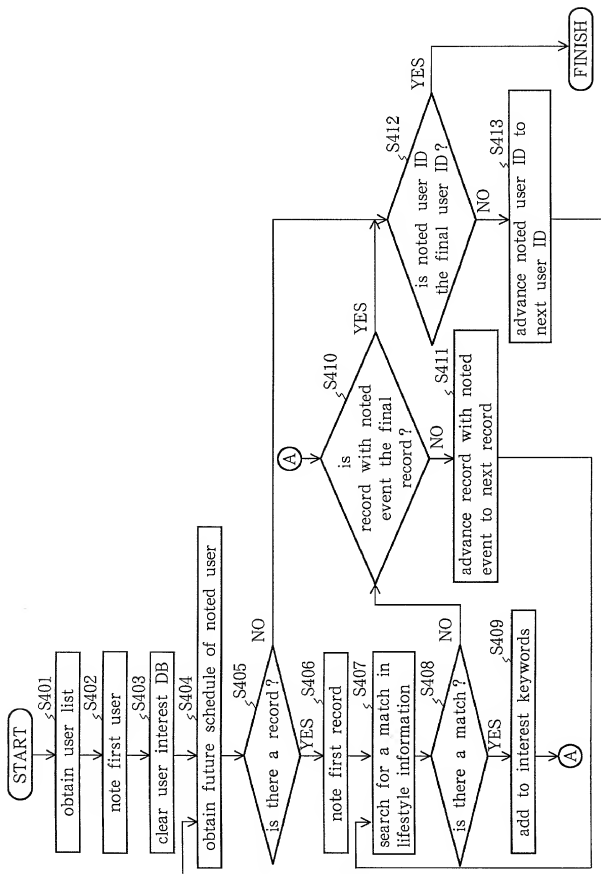


FIG.15

<div style="display: flex; justify-content: space-around;"> T601 } T602 } </div>	
User ID	Interest Keywords
001	cars, shopping
002	travel
...	...

FIG.16

Event ID	Owner	Event Name	Date	Time	Event Type	Display Count
3	002	birthday	2000/2/1	0:00~24:00	user event	11
4	002	drinking	2000/2/5	19:00~21:00	user event	14
6	002	bargain sale	2000/2/1		advertisement event	0

FIG.17

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T701 { Event Name	T702 { Interest Keywords
birthday	presents, cake
drinking	hangover remedies, parties, karaoke, bars
dating	cars, shopping, movies

FIG.18

User ID	Interest Keywords
002	presents, cake, hangover remedies, parties, karaoke, bars
...	...

FIG.19

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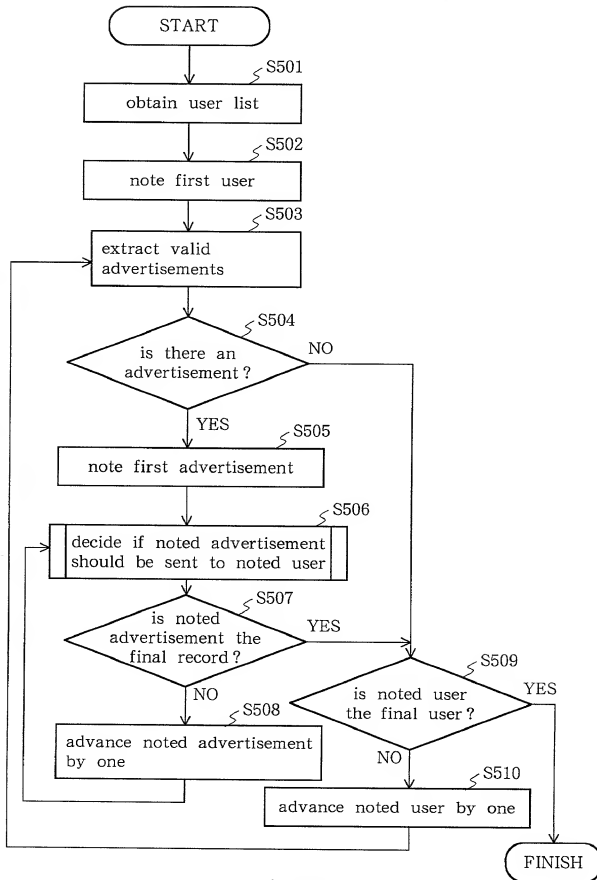


FIG.20

Advertisement ID	Advertisement Title	Valid Period	Keywords	Category	Distribution Conditions	Advertiser
101	Bar XYZ Opens	Jan 10 - Feb 29, 2000	bars, parties	stores	region: Nara age: 20-100 gender: either	003
103	Drama UVW Mystery	Jan 25 - Feb 4, 2000	drama, suspense	TV programs	region: age: 6-100 gender: either	004

FIG.21

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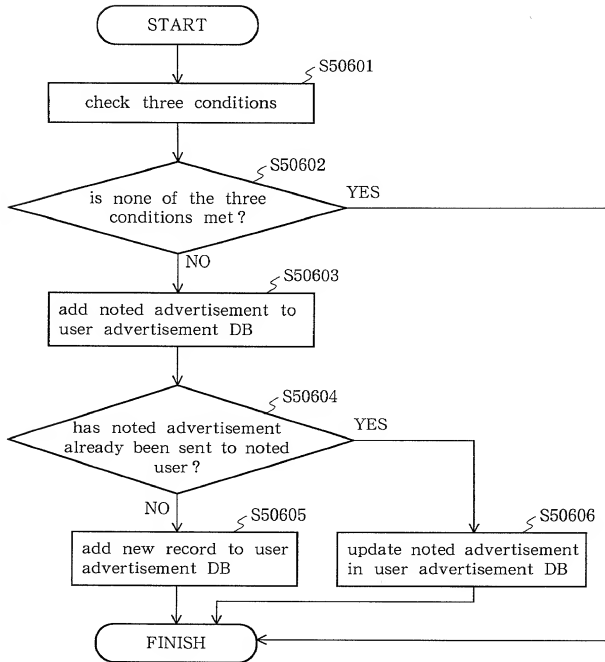


FIG.22

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FIG. 20

Advertisement ID	Advertisement Title	Valid Period	Keywords	Category	Distribution Conditions
101	Bar XYZ Opens	Jan 10 - Feb 29, 2000	bars, parties	stores	region : Nara age : 20 - 100 gender : either

Advertiser	Registration Date	Condition 1	Condition 2	Condition 3	Recipient	Display Count	Priority
003	Feb 1, 2000	met	not met	met	002	0	2

FIG.23

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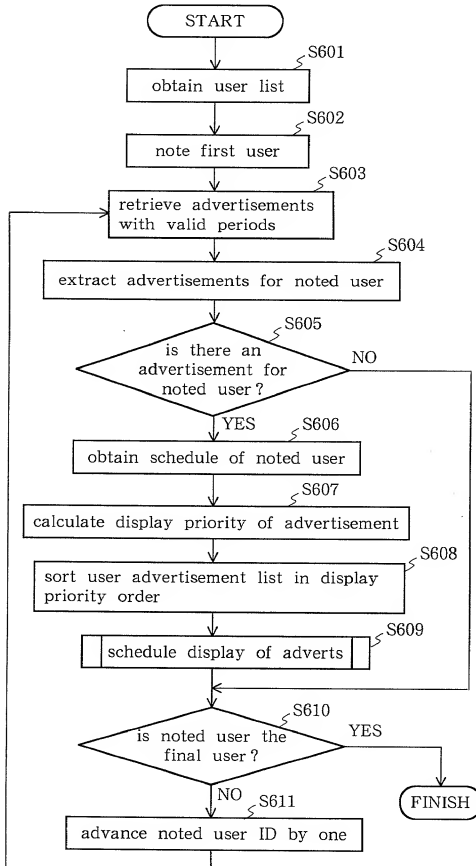


FIG.24

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0016584-073001

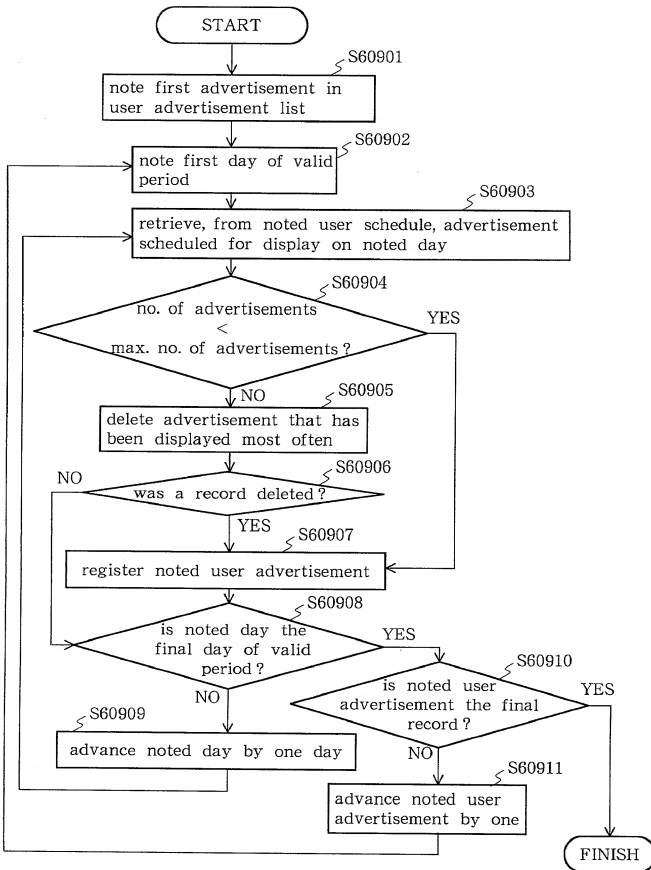
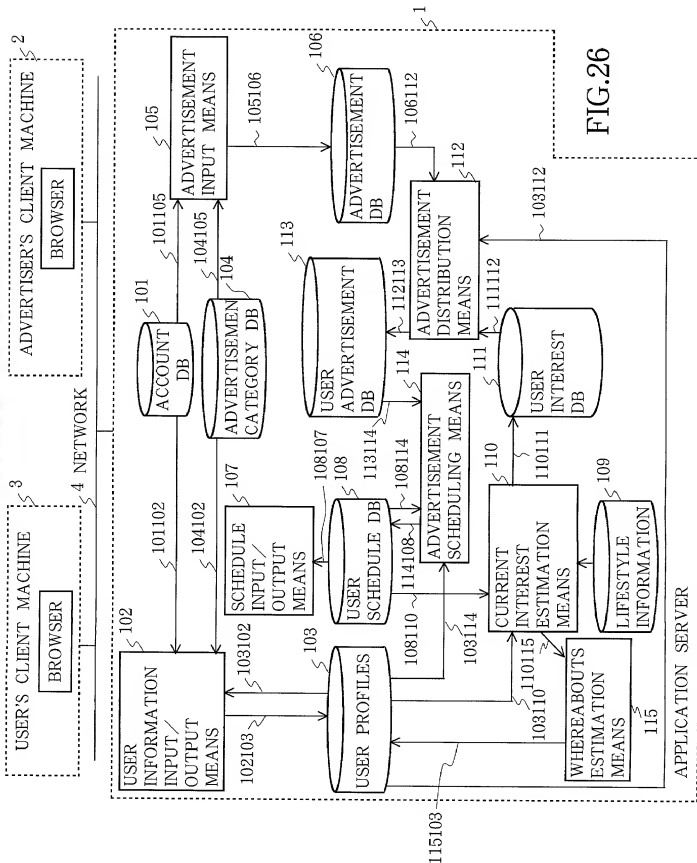


FIG.25

FIG. 26



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The diagram shows a registration form with the following elements:

- Event Name**: A text input field with a label to its left and a reference tag D401 to its right.
- Date**: A text input field with a label to its left and a reference tag D402 to its right.
- Time**: A text input field with a label to its left and a reference tag D403 to its right.
- Place**: A text input field with a label to its left and a reference tag D404 to its right.
- User ID**: A text input field with a label to its left and a reference tag D407 to its right. The field is enclosed in a dashed border.
- REGISTER**: A button with a double border, located to the right of the Date field, with a reference tag D405 above it.
- FINISH**: A button with a double border, located to the right of the Time field, with a reference tag D406 above it.

FIG.27

FIG. 27

Event ID	Owner	Event Name	Date	Event Period	Event Type	Display Count	Place
0	001	skiing	2000/1/31	0:00~24:00	user event	16	Hokkaido
2	001	Valentine's Day	2000/2/14	19:00~21:00	user event	10	
3	002	birthday	2000/2/1	0:00~24:00	user event	11	
4	002	drinking	2000/2/5	19:00~21:00	user event	14	Osaka
5	003	travel	2000/2/18	0:00~24:00	user event	5	Okinawa
6	002	bargain sale	2000/2/1		advertisement event	0	

FIG.28

FIG.29

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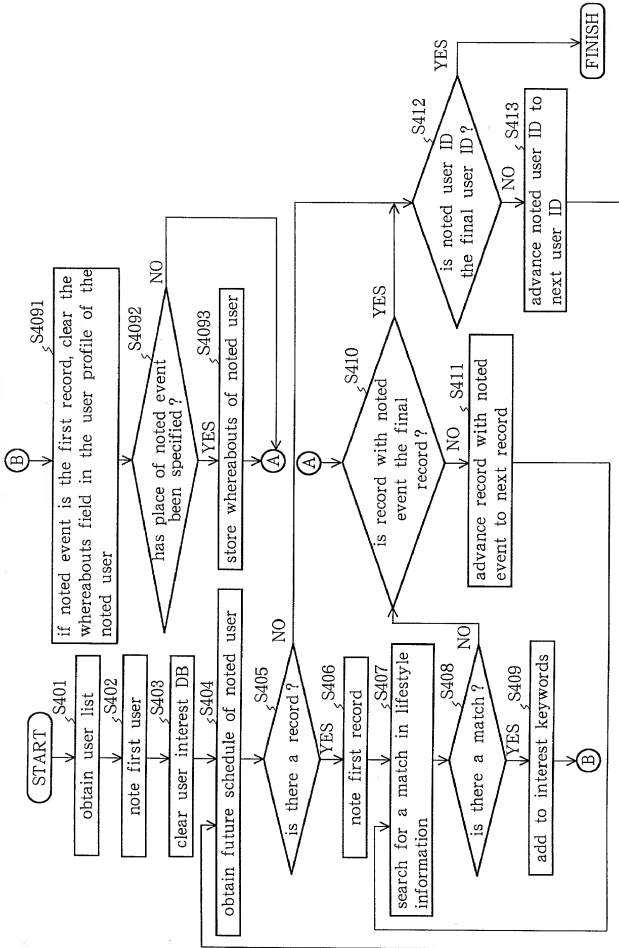


FIG.30



FIG. 32

Event ID	Owner	Event Name	Date	Event Period	Event Type	Display Count	Keywords
0	001	skiing	2000/1/31	0:00~24:00	user event	16	
2	001	Valentine's Day	2000/2/14	19:00~21:00	user event	10	
3	002	birthday	2000/2/1	0:00~24:00	user event	11	
4	002	drinking	2000/2/5	19:00~21:00	user event	14	
5	003	travel	2000/2/18	0:00~24:00	user event	5	
6	002	bargain sale	2000/2/1		advertisement event	0	presents, new clothes, bonuses

FIG.32

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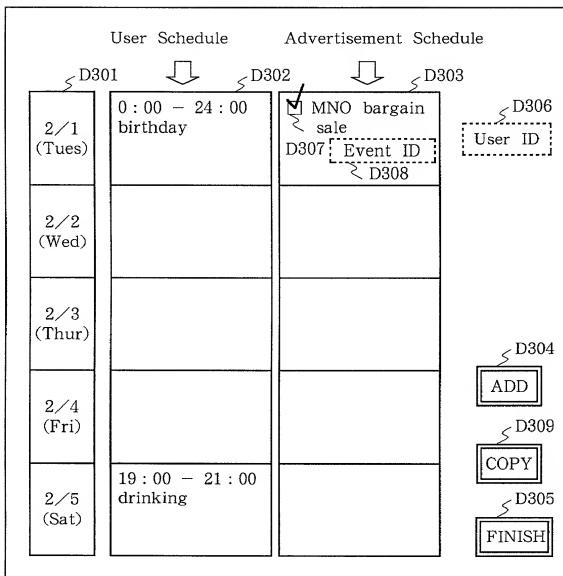


FIG.33

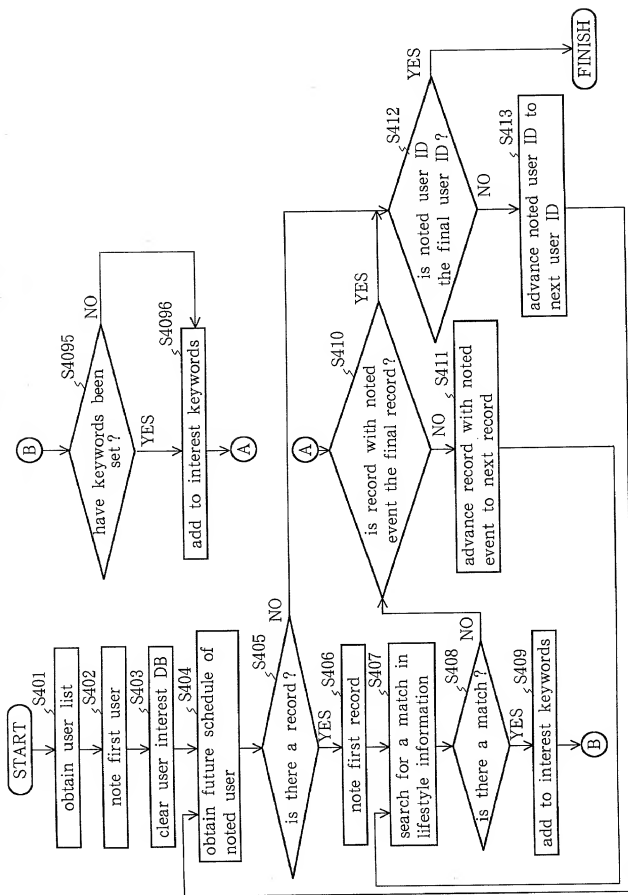


FIG.34